



# South Peace REGIONAL ARCHIVES

## Visual Brand Guide

Created By  
nine10 Incorporated

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# About This Guide

## What is this guide?

This guide provides the rules for how to represent our brand in all of our marketing, advertising, and client communications.

## What is a brand?

A brand, at its simplest, is how an organization shows up dressed for work. It is the “look and feel” of an organization; all of the visual parts that make it distinct and memorable to clients, employees, and the general public. The brand covers many areas, from the logo and colour scheme, to the design of the letterhead and advertising.

A brand, when used properly, helps an organization form a strong first impression. It provides a way for clients, employees, and the public to identify with the organization and develop familiarity and trust with it. It can also be a great source of pride and an indicator of the strength of an organization.

## The Importance of Consistency

For a brand to deliver the benefits it promises, it must be used consistently. When there are no set standards for the design of stationery, logos and marketing materials, all of the advantages of a strong visual identity fade away - diluting the message, confusing the public, and potentially damaging our reputation.

## How To Use This Guide

The purpose of this guide is to set the standards for our visual identity and to educate staff and vendors on how to properly represent our brand in any visual medium we are working in.

In addition to the guide, there is a full set of working templates in digital formats which should be used for future needs. Please contact nine10 for assistance with and access to these templates.

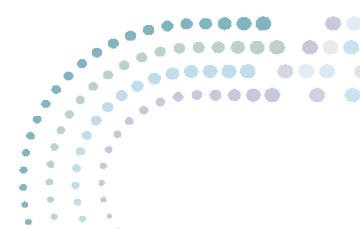
## Getting Help

You will find contact information on the back cover of this guide for questions, approvals, and technical support with the templates or the guide itself.

## Deviating From This Guide

We ask that you follow the rules set forth in this guide when creating any visual materials for our company.

Any deviations from the rules presented in this guide must be authorized in writing.



# Logo Rationale

# Our Logo

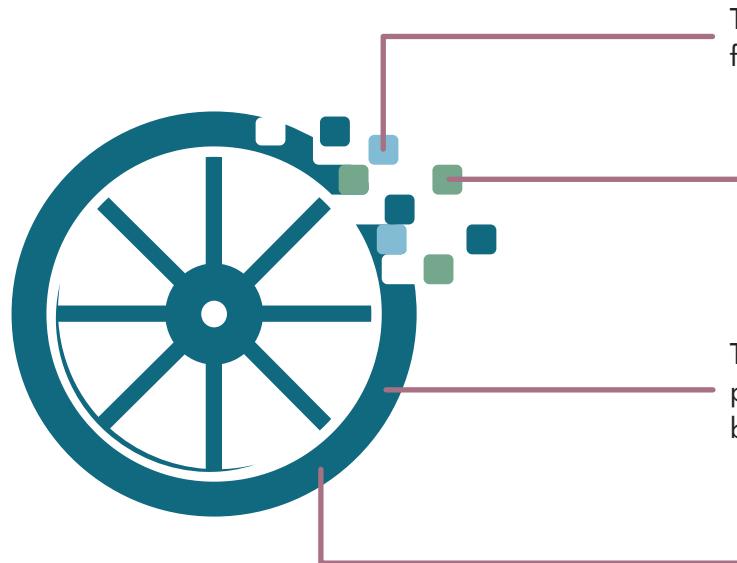
OUR LOGO FROM 2000 - 2022



OUR LOGO REBRAND 2023



BOLD • FLUID • CALM • CONNECTED • ACCESSIBLE



The digital pieces create a sense of motion like raindrops gathering to form a single stream and are symbolic of how time is constantly turning.

The rounded squares portray the data that SPRA gathers. They gather pieces of history in order to form a complete circle and well-rounded view of our world.

The wheel is a nod to the original historical photograph used in the previous logo, while also being symbolic of how time is constantly turning.

The colours chosen are calming and representative of the rivers in our region that are also always flowing.

## Logo Versions & Usage

# Primary Logo

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



Full Colour - Light Backgrounds

## Logo Colour Versions



FULL COLOUR - DARK BACKGROUNDS



GRayscale



100% WHITE



100% BLACK





# Primary Logo with Tagline

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. **These are the primary versions of our logo which are to be used in the majority of our marketing materials when the tagline is needed to communicate more about SPRA's services.**

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



Full Colour - Light Backgrounds

## Logo Colour Versions



FULL COLOUR - DARK BACKGROUNDS



GRayscale



100% WHITE



100% BLACK

# Stacked Logo

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials. **Only use the stacked logo in the event that the main logo will not fit correctly.**

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



## Logo Colour Versions

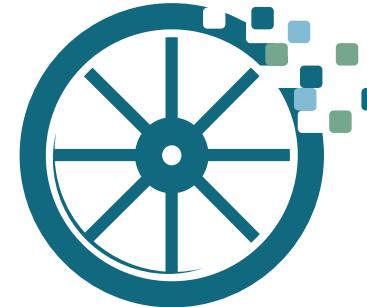




# Isolated Icon

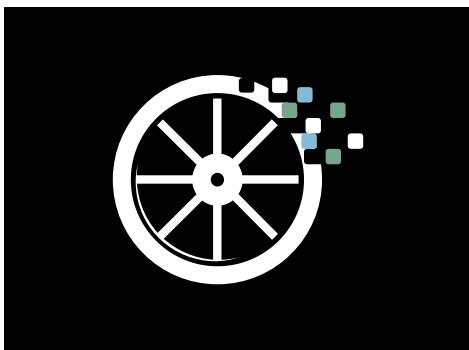
These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials. **Only use the isolated icon in the event that the stacked logo will not fit correctly.**

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.

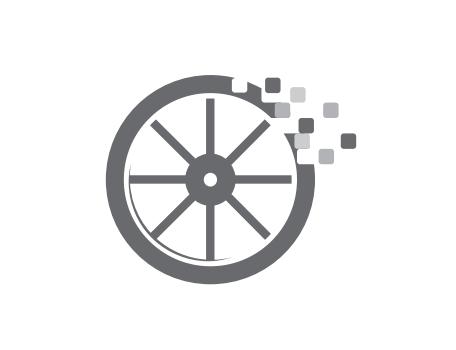


Full Colour - Light Backgrounds

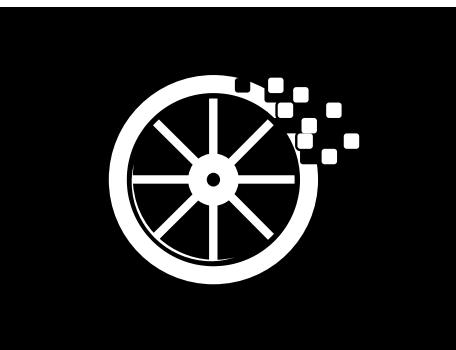
## Logo Colour Versions



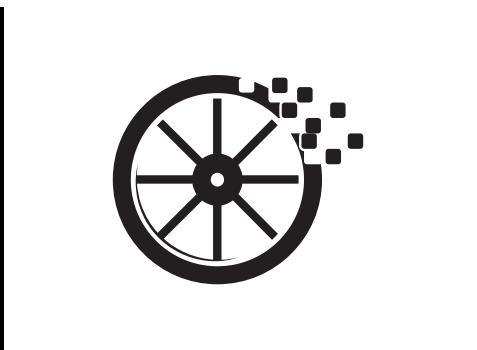
FULL COLOUR - DARK BACKGROUNDS



GRAYSCALE



100% WHITE



100% BLACK

# Stamp Logo

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials. **Only use the stamp logo as more of a decorative icon where SPRA's branding is already well-known.**

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



Full Colour - Light Backgrounds

## Logo Colour Versions



FULL COLOUR - DARK BACKGROUNDS



GRayscale



100% WHITE



100% BLACK





# Fitting, Sizing, Spacing

## Fitting & Spacing

To ensure legibility always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.

The clear space around the logo should be 1/4 the total height of the logo. Measure the height of the logo then divide that number by 4. Then use a square sized to that exact measurement to ensure the correct clear space around the logo. (X = the total height of the logo)



## Sizing

The logo should never be displayed smaller than 0.25" high in print, and no smaller than 99.3 x 18 pixels when displayed at 72 dpi on the web.

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger.

Please ask for approval if your design requires the use of a smaller logo.



# Proper Logo Usage

## How To Use Our Logo

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The following examples illustrate common mistakes to avoid.

### A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. For grayscale applications, please use the black or white version of the logo. DO NOT print the colour logo as grayscale - use the black version instead. Using the right colour of logo on the right background is important to maintain the legibility of the design.

 	 	 	 	
<b>CORRECT USAGE</b>	<b>DO NOT STRETCH</b>	<b>DO NOT SQUISH</b>	<b>DO NOT ROTATE</b>	
 	 	 	 	
<b>DO NOT RECOLOUR</b>	<b>DO NOT ADD GRADIENTS</b>	<b>DO NOT CHANGE FONTS</b>	<b>DO NOT MODIFY</b>	<b>DO NOT ADD SHADOWS</b>





# Logo File Formats

## File Format Chart

The following chart shows which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless.

For everyday use the primary file formats that will be used are the .PNG & .JPEG files. Always use the ideal format when possible. Only use the alternate format if required.

	.AI	.EPS	.PDF	.JPG	.PNG	.SVG
Adobe Creative Suite	●	●				
Professional Printing & Signage	●	●	●			
Working with Professional Designer	●	●	●			
Print Advertising	●	●				
Merchandise		●				
Social Media				●	●	
Microsoft Word				●	●	
Microsoft PowerPoint					●	
Microsoft Publisher		●			●	
Working with Professional Website Designer	●	●			●	
DIY Website Design				●	●	
Web Animation & Multimedia		●			●	●
Video Production		●			●	
3D Modelling & Drafting	●	●			●	

● Ideal Format      ● Alternative / Sometimes Required



# Brand Colours

# Colour Palette

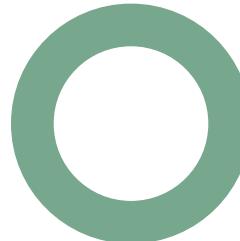
The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here.

Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web as well as for choosing colour values in programs such as Microsoft Office.

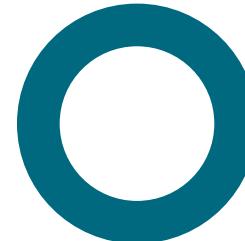
Consistent use of these colours contributes to a cohesive and harmonious look of the brand identity across all relevant media. Consistency is vital to effective brand recognition.

Do not use any other unauthorized colours.

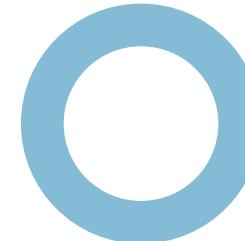
## Primary Colours



**Gathering Growth**

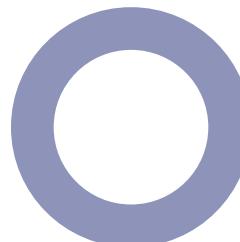


**Preserving Current**

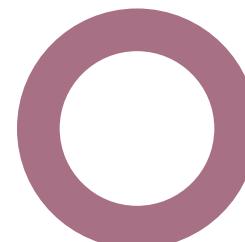


**Sharing Skies**

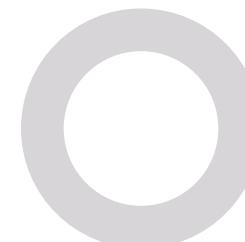
## Secondary Colours



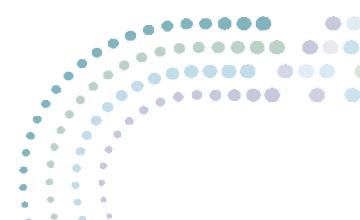
**Personal Purple**



**Photograph Pink**



**Genuine Grey**



# Brand Typography

## Heading Font

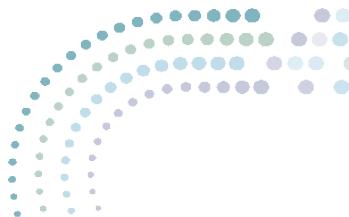
# Aa

### **Haboro Soft - Ext Ex Bold**

Our brand uses a specific font for headings in print and online. **HABORO SOFT** is used for headings. It's usually displayed in a larger font size than the subheadings and significantly larger font size than the body text. Only use the font in the weight that is specified.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Ww Xx Yy Zz**

**01 02 03 04 05 06 07 08 09  
! @ # \$ % ^ & \* ( ) [ ]**



## Sub-Heading Font

# Aa

Meta Pro - Condensed Medium

Our brand uses a specific font for sub-headings in print and online. **META PRO** is used for sub-headings. It's usually displayed in a smaller font size than the headings and a larger font than the body text. Only use the font in the weight that is specified.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09  
! @ # \$ % ^ & \* ( ) [ ]

## Body Font

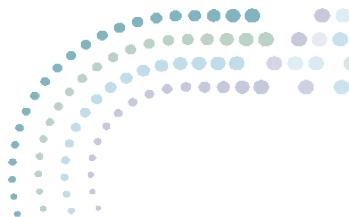
# Aa

Futura Book BT - Regular

Our brand uses a specific font for body paragraph text in print and online. **FUTURA BOOK BT** is used for paragraphs of text. It's usually displayed in a smaller font size than the subheadings and headings. Only use the font in the weight that is specified.

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09  
! @ # \$ % ^ & \* ( ) [ ]





# Alternate Fonts

## Using Our Fonts

If there are challenges using or sharing the official fonts, alternative fonts have been outlined here for these cases. The official fonts are always preferred and recommended.

Aa

**Arial Rounded MT Bold**  
Heading Font

A B C D E F G H I J K L M O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 . ? ! # \$ % & ( ) [ ]

Aa

**Calibri - Regular**  
Sub-Heading Font

A B C D E F G H I J K L M O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 . ? ! # \$ % & ( ) [ ]

Aa

**Century Gothic - Regular**  
Body Font

A B C D E F G H I J K L M O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 . ? ! # \$ % & ( ) [ ]

# Graphic Assets



# Backgrounds

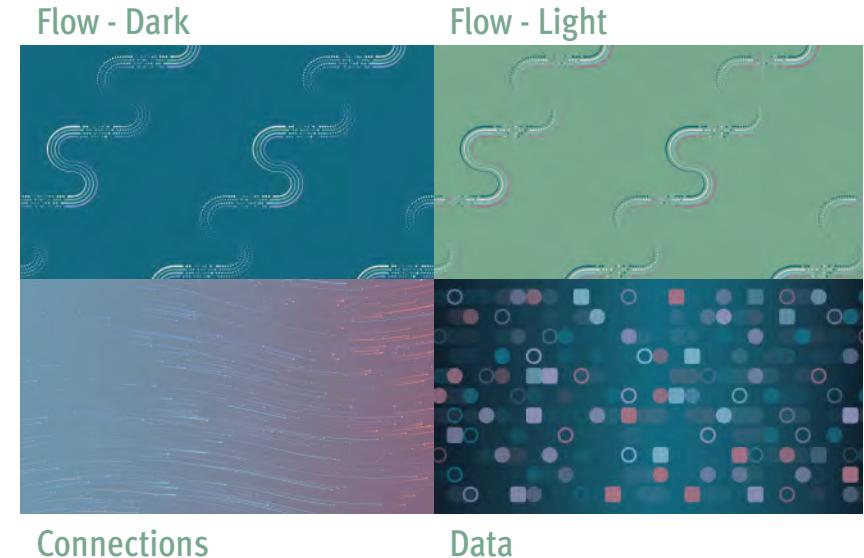
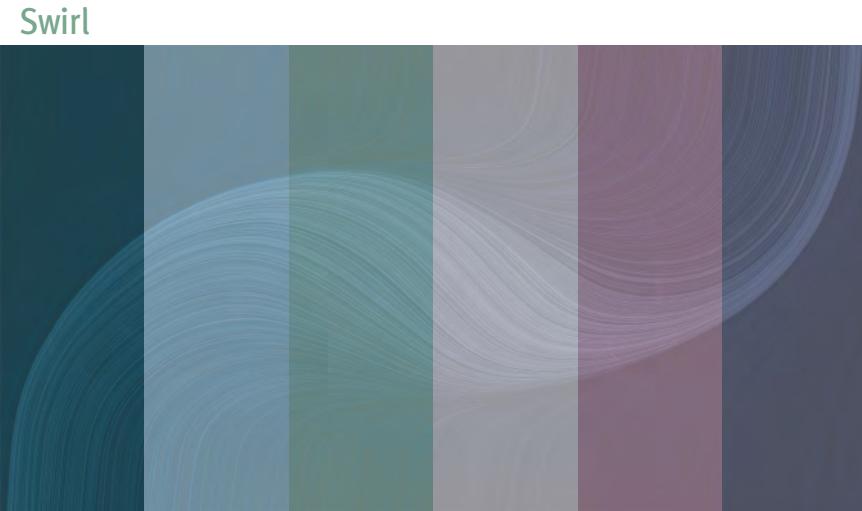
## Flowing Textures

SPRA's backgrounds give a peaceful, flowing vibe. The curving nature of the elements brings a softness that makes a person feel welcome. The circular shapes as well as the rounded squares mimic the shapes in the logo.

Overlays should be placed over backgrounds for a more subdued look.

Text should be in a contrasting colour over top of the background.

Backgrounds in "Gathering Growth" colour should be used the most, as that is SPRA's primary colour.



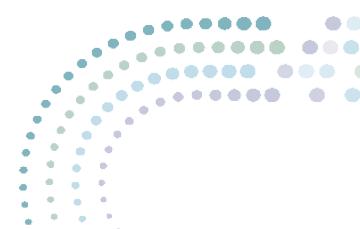
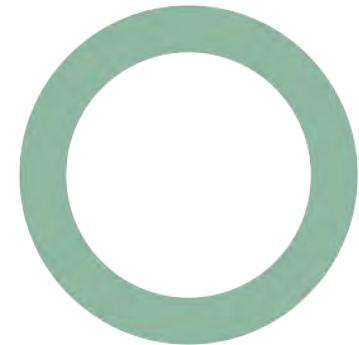
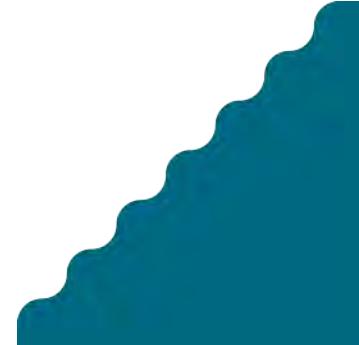
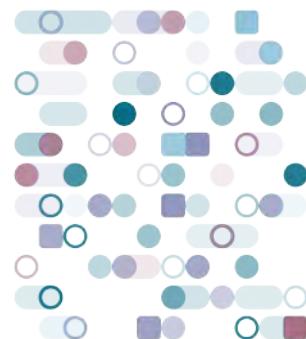
# Decorative Elements

## Creating Connections

Decorative elements mimic backgrounds to create consistency and allow them to be used in a place that a full background can not. Each element has rounded corners to create a welcoming feeling and sense of flow.

Elements are primarily used in the corners or edges of marketing materials. Please reference templates for examples on how to use decorative elements.

If decorative elements are too distracting, lower the opacity to bring more attention to the main content.





# Iconography

## Main Icons

The primary icons are in the shape of the first letter of the word they are supposed to represent. Each icon has representative imagery inside the curved pieces of the icon. These are made more generic in order to be used in multiple places.

The secondary icons are meant to represent a very specific service. All icons are one solid colour and should be used in Preserving Current or white.



SHARE



DONATION  
MONETARY



DONATION  
ARCHIVAL



VISIT



RESEARCH



GET  
INVOLVED



DATABASES



ARCHIVES  
STORE



ABOUT US /  
BEHIND THE  
SCENES



REFERENCE  
FILES



RESEARCH  
GUIDE



FINDING  
AIDS



OPEN

VISIT US  
DOWNSTAIRS

# Brand Photography

# Photography Rules

## Custom Photography

Whenever possible invest in professional photography. An investment at the outset can generate a library of images that can be re-used year-round in marketing materials.

### Do not use stock images to represent a “real” part of our business.

Pictures of our staff, our community, and our products are things that people can easily recognize. Use real pictures to represent the real parts of our business.

## Image Quality

All images used in our marketing materials should be professionally shot, high quality images. Clean, sharp pictures with an appealing composition and great lighting.

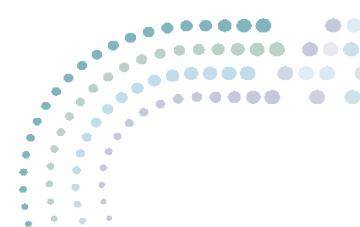
## Technical Quality

Use the correct resolution of a photo for the medium they will be used in. For example, print requires large, high-resolution photos. **Never scale up a photo to fit** - it will pixelate and distort the image. Either re-take the photo or obtain a larger version.

## Stock Photography

It is acceptable to use high quality stock photos in certain areas of our marketing materials by following these guidelines.

- **Guideline #1** - Stock photography should not be used to portray real historical artifacts.
- **Guideline #2** - Stock photography should help portray how SPRA helps their target market with examples of preserving people’s stories, helping researchers, and adding to the “wheel of time.”
- **Guideline #3** - When possible, use actual photography of the SPRA location. If that is not possible, only use photography that you would realistically see at SPRA.





# Examples & Editing

## Stock Photo Examples

These examples showcase how to use stock photography when original photos are not possible to gather.

The layered photographs are an example of how original photographs can be placed to create a background image.

## Editing & Treatments

Overlays of colour can be placed over stock photography or original photographs when they are being used as a background image and text is needing to be overlayed over the image.

Adjust the overlay according to the image, so the image beneath is still recognizable.



# Layout Guidelines



# Creating Layouts

## How to Use the Visual Identity Elements

When creating marketing materials using the South Peace Regional Archives' brand, follow these guidelines to ensure consistency.

### Using Our Logo

The logo should always be clearly visible. Use the correct logo version according to the background colour.

### Using Our Fonts

Follow the font guidelines starting on page 17. Depending on the design, text can either be left aligned or centered. If the heading is centered, make sure the sub-headings and body text are centered as well. Alignment should be consistent throughout the entire design.

Headlines should normally be in *Preserving Current*.

### Using Backgrounds

Backgrounds can either be used to cover the entirety of the design or as decorations on the top and bottom of a design. Use green backgrounds primarily as that is your primary colour.

When text is being placed over a background, use an overlay of colour over the background to "soften" the background.



### Using Decorative Graphics

The decorative elements should be used to add subtle decoration to the design. They should be used to fill excess white space without overpowering the text within the design. They should always be used to create a sense of flow.

### Using Icons / Contact Information

Use the primary icons as the first letter of the title. An alternative use is to put the icon above with the title fully spelled out below it.

Our contact information should always be included in marketing materials if possible.

# Brand Templates



# Business Cards

## Reproducing Stationery

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Editable templates have been provided for creating business cards for any employee of the company.

All cards should be printed on quality stock. If you're wanting to create a "specialty look", apply a Spot UV over the logo on the front and a Raised UV over the decorative circles on the back for added texture.



# Letterhead & Envelope

## Reproducing Stationery

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Print ready files of the letterhead and envelope have been provided, as well as editable source files.

Ensure you install the correct fonts before using the letterhead. If brand fonts cannot be used, refer to the alternative fonts on pg 20.





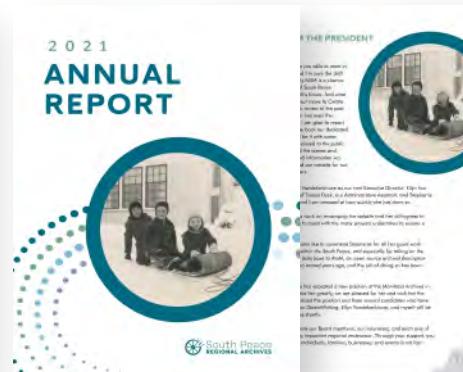
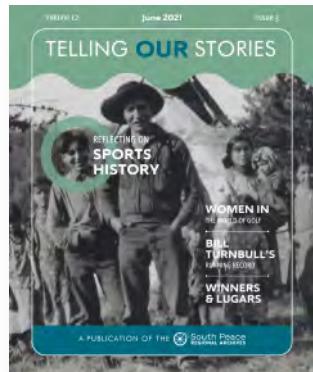
South Peace  
REGIONAL ARCHIVES



# Canva Templates

## Social Media

Our Canva Brand Kit contains all of our branded assets and custom branded templates for using on social media. Use these templates as an example for using the brand in Canva to ensure consistency in imagery used on social media. **Do not use templates premade by Canva without applying our branding to the design. Make sure our fonts, colours, and graphic assets replace the ones used in the premade template.**

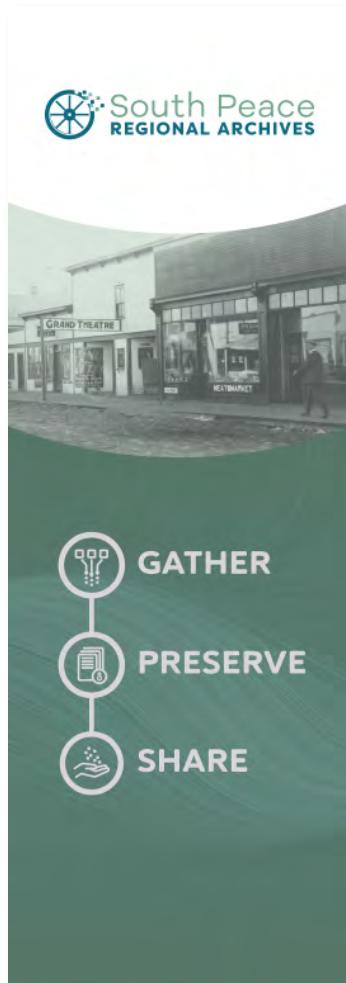




# Marketing Materials

Our marketing materials illustrate how to best use our backgrounds and graphic elements. Use these printed materials as inspiration for future layout design. Print ready files have been provided as well as editable source files.

Banner



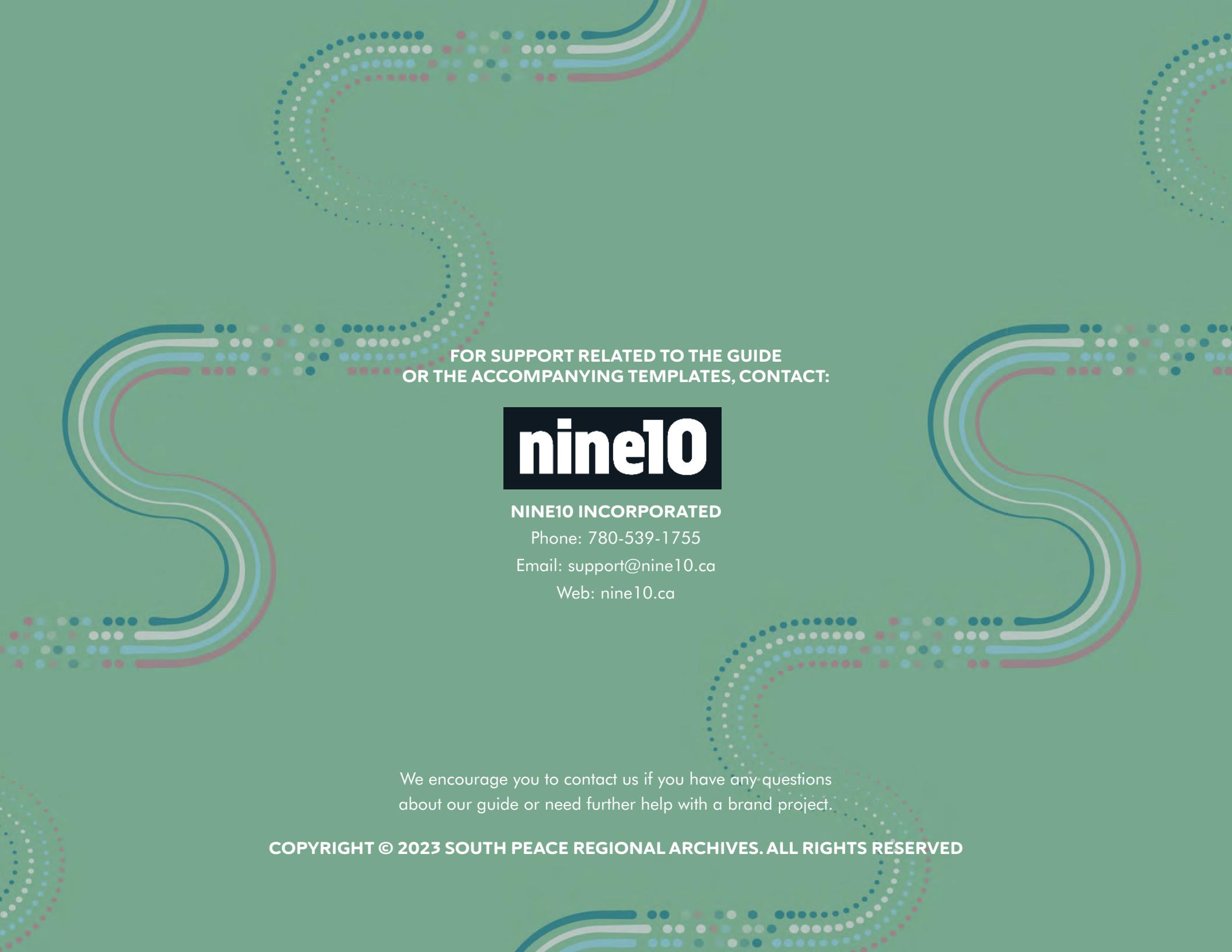
A-Frame Sign



## Rack Card



A vertical page titled 'Our Services' with a teal header. It features four service offerings: 'research' (magnifying glass icon), 'visit Us' (location pin icon), 'donate' (document and gift icon), and 'get Involved' (people icon). Each service has a brief description. The page ends with the website 'SouthPeaceArchives.org' and social media icons for Facebook and Instagram.



FOR SUPPORT RELATED TO THE GUIDE  
OR THE ACCOMPANYING TEMPLATES, CONTACT:



**NINE10 INCORPORATED**

Phone: 780-539-1755

Email: [support@nine10.ca](mailto:support@nine10.ca)

Web: [nine10.ca](http://nine10.ca)

We encourage you to contact us if you have any questions  
about our guide or need further help with a brand project.

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